

PANASONIC SETS THE STANDARD FOR 4K AND LASER TECHNOLOGY AT ISE '19

Panasonic Business has used ISE 2019 as a platform to introduce its full transition to laser in high brightness projection with the addition of two 4K laser units, alongside the expansion of its 4K display range.

The PT-RQ50K becomes the highest brightness projector in the Panasonic range, and is the world's first single body 50,000 lumens projector, creating significant savings on installation and setup. With True 4K resolution, and the deployment of separate red and blue SOLID SHINE laser-phosphor drives, the projector ensures an advanced level of colour reproduction for vibrant and immersive images.

Equally, the introduction of three new zero offset lenses for Panasonic's range of 1-Chip and 3-Chip DLP™ projectors allow greater versatility in live events and immersive environments such as museums and theme parks. With a novel L-shaped design, they eliminate the issue of screen offset associated with image projection from short distances.

Jan Markus Jahn, Director of Panasonic Visual System Solutions said, "Panasonic maintains a market share of 80% in live event projection¹, with the 50,000 lumens projector maintaining our industry leading standards regarding the ratio of size to brightness."

Additional innovations in immersive environments included the launch of the PT-RQ100 1-Chip DLP™ projector which is well suited to producing engaging digital content. With 10,000 lumens brightness and advanced colour technology it is designed to enhance visitor experiences. Features include pixel shifting technology to achieve Ultra High Definition (3840 x 2400) resolution, and a rich colour harmoniser to expand colour reproduction. Furthermore, the projector offers 20,000 hours maintenance free operation.

Scale Up Classroom

In education, Panasonic demonstrated its interpretation of the 'Scale-Up Classroom', that allows Universities to place students back at the centre of learning. Utilising the best of Panasonic's collaborative technologies alongside third party technology, the modern classroom connects a Panasonic projector with multiple 43 inch capacitive touch interactive displays, and live PTZ cameras via a single LAN cable. In doing so, the technology promotes seamless sharing of content and engagement which boosts students' ability to engage with and retain information.

World's most seamless video wall and 4K displays range expansion

In video wall technology, two new panels have been added to the professional LCD display range, including the TH-55VF2 which features the world's thinnest bezel to bezel of just 0.88mm. This makes the range well suited to multi-screen displays of dynamic content for environments such as corporate meeting rooms or for statement marketing displays in retail. In addition, a new professional LCD display (TH-55LFV9) expands the LFV series and is equipped with an ultra-thin bezel to bezel width of 3.5mm.

Panasonic also added ten new panels to its 4K display range, which now totals 18 different models. The expansion of the high end SQ1 series sees four new displays from 43 to 65 inches added to the existing 98 and 86 inch panels, ensuring a premium offering of slim and stylish displays at 500 cd/m². Six new display models were also launched in the new CQ1 series of entry commercial displays, ranging from 43 to 86 inches, with each providing 400 cd/m² and 16 hour continuous daily operation.

¹ Notes for editors:

1) Futuresource 2018, EMEA lamp and laser projection, 20,000-24,999 lumens

ProAV Live Production

In Broadcast and ProAV, Panasonic will also be demonstrating its innovation in live production with the AW-UE150 which is the first HDR integrated PTZ camera to feature 4K 50p. Alongside this, the AW-RP150 remote control will offer a large LCD screen for monitoring and menu settings, with great usability and a single hand operable joystick in addition to traditional two hand operation that manages all control functions. In addition, Panasonic will demonstrate its third party relationships with Tecnopoint, Polecam, and KST which provide all-around broadcast solutions.

Jan Markus Jahn concluded, "This will be our biggest presence at ISE to date and will showcase our offering for live events, collaboration, immersive environments and retail. Whether it be a small scale classroom, or a projection mapping of an entire building, we provide the technological solution to enable anyone and everyone to facilitate their creative ideas and business needs."

Visit Panasonic at Booth 1-H20, Hall 1, ISE2019, Amsterdam RAI, February 5–8, or <https://business.panasonic.co.uk/visual-system> for more information on Panasonic's Visual Systems.

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About Panasonic System Communications Company Europe (PSCEU)

Our quest is to make technology work invisibly together and free businesses to succeed. We believe technology should just work. That businesses will succeed if they can simply focus on their customers, in the knowledge that all the technologies delivering their capabilities work together. That is why we are dedicated to developing products and solutions that are so integrated with our customer's way of working, that they are almost invisible – the workhorse in the background that powers business success.

PSCEU is made up of six product categories:

- **Broadcast & ProAV** gives you the freedom to tell the story with its high quality products and solutions, which ensure smooth operation and excellent cost-performance across a range of remote cameras, switchers, studio cameras and ENG P2HD. The cinema camera range of VariCam models and the EVA1 are capable of true 4K and High Dynamic Range (HDR) making them the ideal solution for cinema, television, documentary and live event production.
- **Communication Solutions** offers world leading telephony systems, SIP terminal devices and professional 'network' scanners giving you the freedom to focus on the communication and not the connection.
- **Computer Product Solutions** help mobile workers improve productivity with its range of Toughbook rugged notebooks, business tablets, handhelds and electronic point of sales (EPOS) systems. As European market leaders, Panasonic had a 57% revenue share of sales of rugged and durable notebooks and held a 56% revenue share of sales of rugged business tablets in 2017 (VDC Research, 2018).
- **Industrial Medical Vision** manufactures applications for various segments such as medical, life science, ProAV or industrial. The product portfolio includes complete and OEM camera systems, providing the freedom to see what can't be seen.
- **Security Solutions**, built on a heritage of providing evidential quality CCTV footage. Delivering the highest image quality in all environmental conditions using our highly reliable, advanced technology cameras and image recording systems, giving you the freedom to feel secure.
- **Visual System Solutions** offers the widest range of professional displays and projectors and allows Audio Visual professionals the freedom to create. It leads the European high brightness projector market with a 39% market revenue share (Futuresource >5klm FY17 Q3, excl. 4K & digital cinema).

About Panasonic

Panasonic Corporation is a worldwide leader in the development of diverse electronics technologies and solutions for customers in the consumer electronics, housing, automotive, and B2B businesses. Celebrating its 100th anniversary in 2018, the company has expanded globally and now operates 591 subsidiaries and 88 associated companies worldwide, recording consolidated net sales of Euro 61.4 billion for the year ended March 31, 2018. Committed to pursuing new value through innovation across divisional lines, the company uses its technologies to create a better life and a better world for its customers. To learn more about Panasonic: <http://www.panasonic.com/global>

